

WHAT IS CLAIMED IS:

1. A recommended item presentation method, comprising the steps of:
- 5 (a) obtaining client identifier associated client preference estimating factor information of a plurality of clients which is information according to which a preference of each client is to be estimated; and
- (b) receiving a recommended item presentation request and
- 10 a client preference estimating factor information of one client from an item provider server for providing items to a plurality of clients through a network, where the client preference estimating factor information indicates a preference of the one client, without identifying the one
- 15 client, producing a recommended item list according to the client identifier associated client preference estimating factor information and the client preference estimating factor information, and transmitting the recommended item list to the item provider server.
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2. The recommended item presentation method of claim 1, wherein the step (a) obtains the client identifier associated client preference estimating factor information by receiving a client preference estimating factor
- 25 information list from a client preference estimating factor information list providing server which collects the client identifier associated client preference estimating factor information from a plurality of clients.
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3. The recommended item presentation method of claim 2, wherein the step (a) receives the client identifier associated client preference estimating factor information list in a form of a list of item identifiers of viewed/purchased items at the item provider server and
- 35 dates and times of viewings/purchases of the

viewed/purchased items for each client identifier, or a list of item identifiers of viewed/purchased items at the item provider server and ratings indicating levels of interest of each client with respect to the

5 viewed/purchased items for each client identifier, or a list of item identifiers of interested items of each client for each client identifier.

4. The recommended item presentation method of claim 2,  
10 further comprising the step of paying a fee for transmission of the client identifier associated client preference estimating factor information list to the client preference estimating factor information list providing server.

15 5. The recommended item presentation method of claim 1, further comprising the step of receiving a fee for transmission of the recommended item list from the item provider server.

20 6. The recommended item presentation method of claim 1, wherein the step (a) also processes the client identifier associated client preference estimating factor information into a client preference estimating factor information map  
25 and the step (b) produces the recommended item list according to the client preference estimating factor information map and the client preference estimating factor information.

30 7. The recommended item presentation method of claim 6, wherein the step (a) produces the client preference estimating factor information map in a form of any of a list of item identifiers of accessed items of each client for each client identifier, a list of item identifiers of  
35 accessed items of each client and ratings indicating levels

of interest of each client with respect to the accessed items for each client identifier, a list of client identifiers of accessing clients of each item for each item identifier, a list of client identifiers of accessing clients of each item and ratings indicating levels of interest of each client with respect to each item for each item identifier, and a list of correlation values among correlated items.

10 8. The recommended item presentation method of claim 6, wherein the step (b) produces the recommended item list by:

obtaining a related client list by extracting client identifiers contained in a list of client identifiers for each item that constitutes the client preference estimating factor information map, for each item identifier in a list of item identifiers that constitutes the client preference estimating factor information received along with the recommended item presentation request from the item provider server;

20 narrowing down the related client list by extracting item identifiers contained in a list of item identifiers for each client that constitutes the client preference estimating factor information map, for each client identifier in the related client list, counting a number of overlaps between extracted item identifiers and item identifiers in the list of item identifiers that constitutes the client preference estimating factor information, for each client identifier in the related client list, rearranging client identifiers in the related client list in a descending order of counted number of overlaps, and setting a first prescribed number of client identifiers from a top of a rearranged related client list as a new related client list;

obtaining a related item list by extracting item identifiers contained in the list of item identifiers for

each client, for each client identifier in the new related client list; and

          narrowing down the related item list by extracting client identifiers contained in the list of client  
5 identifiers for each item, for each item identifier in the related item list, counting a number of overlaps between extracted client identifiers and client identifiers in the new related client list, for each item identifier in the related item list, rearranging item identifiers in the  
10 related item list in a descending order of counted number of overlaps, and setting a second prescribed number of item identifiers from a top of a rearranged related item list as the recommended item list.

15 9. A recommended item presentation server, comprising:  
          a client preference estimating factor information processing unit configured to obtain client identifier associated client preference estimating factor information of a plurality of clients which is information according to  
20 which a preference of each client is to be estimated; and  
          a recommended item presentation unit configured to receive a recommended item presentation request and a client preference estimating factor information of one client from an item provider server for providing items to  
25 a plurality of clients through a network, where the client preference estimating factor information indicates a preference of the one client, without identifying the one client, produce a recommended item list according to the client identifier associated client preference estimating  
30 factor information and the client preference estimating factor information, and transmit the recommended item list to the item provider server.

10. The recommended item presentation server of claim 9,  
35 wherein the client preference estimating factor information

processing unit obtains the client identifier associated  
client preference estimating factor information by  
receiving a client preference estimating factor information  
list from a client preference estimating factor information  
5 list providing server which collects the client identifier  
associated client preference estimating factor information  
from a plurality of clients.

11. The recommended item presentation server of claim 10,  
10 wherein the client preference estimating factor information  
processing unit receives the client identifier associated  
client preference estimating factor information list in a  
form of a list of item identifiers of viewed/purchased  
items at the item provider server and dates and times of  
15 viewings/purchases of the viewed/purchased items for each  
client identifier, or a list of item identifiers of  
viewed/purchased items at the item provider server and  
ratings indicating levels of interest of each client with  
respect to the viewed/purchased items for each client  
20 identifier, or a list of item identifiers of interested  
items of each client for each client identifier.

12. The recommended item presentation server of claim 10,  
wherein the client preference estimating factor information  
25 processing unit also pays a fee for transmission of the  
client identifier associated client preference estimating  
factor information list to the client preference estimating  
factor information list providing server.

30 13. The recommended item presentation server of claim 9,  
wherein the recommended item presentation unit also  
receives a fee for transmission of the recommended item  
list from the item provider server.

35 14. The recommended item presentation server of claim 9,

wherein the client preference estimating factor information processing unit also processes the client identifier associated client preference estimating factor information into a client preference estimating factor information map and the recommended item presentation unit produces the recommended item list according to the client preference estimating factor information map and the client preference estimating factor information.

15. The recommended item presentation server of claim 14, wherein the client preference estimating factor information processing unit produces the client preference estimating factor information map in a form of any of a list of item identifiers of accessed items of each client for each client identifier, a list of item identifiers of accessed items of each client and ratings indicating levels of interest of each client with respect to the accessed items for each client identifier, a list of client identifiers of accessing clients of each item for each item identifier, a list of client identifiers of accessing clients of each item and ratings indicating levels of interest of each client with respect to each item for each item identifier, and a list of correlation values among correlated items.

16. The recommended item presentation server of claim 14, wherein the recommended item presentation unit produces the recommended item list by:

obtaining a related client list by extracting client identifiers contained in a list of client identifiers for each item that constitutes the client preference estimating factor information map, for each item identifier in a list of item identifiers that constitutes the client preference estimating factor information received along with the recommended item presentation request from the item provider server;



said computer to obtain client identifier associated client preference estimating factor information of a plurality of clients which is information according to which a preference of each client is to be estimated; and

5 a second computer readable program code for causing said computer to receive a recommended item presentation request and a client preference estimating factor information of one client from an item provider server for providing items to a plurality of clients through a  
10 network, where the client preference estimating factor information indicates a preference of the one client, without identifying the one client, produce a recommended item list according to the client identifier associated client preference estimating factor information and the  
15 client preference estimating factor information, and transmit the recommended item list to the item provider server.

18. A method for providing a recommended item presentation  
20 service from a recommended item presentation server associated with one item provider server to a plurality of item provider servers for providing items to a plurality of clients through a network, comprising the steps of:

(a) obtaining client identifier associated client  
25 preference estimating factor information of a plurality of clients which is information according to which a preference of each client is to be estimated, at the recommended item presentation server; and

(b) upon receiving a recommended item presentation request  
30 and a client preference estimating factor information of one client from one of the plurality of item provider servers, where the client preference estimating factor information indicates a preference of the one client, without identifying the one client, producing a recommended  
35 item list according to the client identifier associated



client preference estimating factor information and the  
client preference estimating factor information and  
transmitting the recommended item list to the one of the  
plurality of item provider servers at the recommended item  
5 presentation server.

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